

FILE

fashion calendar

1970

MARCH 16

30th year • issued weekly

JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

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FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will, therefore, yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

WEEK BEGINNING MONDAY, MARCH 16, 1970

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Sunday	23RD NATIONAL	LUGGAGE AND LEATHER	N.Y. HILTON
March 15-	LUGGAGE SHOW	GOODS ASSN(220 FIFTH AVE.)	2ND FLOOR
March 18	Hours: 9:30 A.M. - 6:00 P.M. Contact: Jack Citronbaum, 532-3960.		

Sunday	PHILADELPHIA	LITTLE BROTHERS SHOWS	BEN FRANKLIN HOTEL
March 15-	GIFT SHOW	(220 FIFTH AVENUE)	PHILADELPHIA, PA.
March 18	Contact: Maxine or Bob Carman, MU. 9-7147.		

Sunday	MENSWEAR	NATIONAL ASSN OF MENS	HOTEL NEW YORKER
March 15-	SHOW WEEK	SPORTSWEAR BUYERS	8TH AVE. & 34TH ST.
March 18	"Direction Fall '70"--musical fashion show sponsored by Du Pont: <u>Sun.</u> , March 15, 6:00 P.M. (cocktails); <u>Mon.</u> , March 16, 8:00 A.M. (breakfast); 12:00 Noon (luncheon); <u>Tues.</u> , March 17, 8:00 A.M. (breakfast); 12:00 Noon (luncheon); 6:00 P.M. (cocktails); <u>Wed.</u> , March 18, 8:00 A.M. (breakfast). Prices: \$10.00 (cocktail, breakfast shows); \$15.00 (luncheon). Contact: Seymour Schimel, NAMSB, 185 Madison Avenue, MU. 9-7420.		

Sunday	MENSWEAR	CLOTHING EXPORT	NEW YORKER HOTEL
March 15-	FROM BRITAIN	COUNCIL	8TH AVE. & 34TH ST.
March 18	Menswear by: Anthony Rome, Astraka, Atkinson Rhodes, Baracuta, Ben Sherman, Bodner Elem, J.E. Carr Sportswear, Cecil Gee, John Comfort, John Wesley Harding, Daylin, Dhobi Weatherlux, D.P.T. Wear, Famox, Fox, S. Gore, Grafton, Hatton Chain, Justman, Lotus, Lybro, Maple, Mr. Harry, Multiwear, Sabre, Scott Lester, S. Sinclair, Sindall, Simon Sloan, Solid Gold, Swallow. By appointment. Contact: Julian Clifford, 563-1000 Ext. 1245; or Bill Weston, PL. 2-8400.		

Sunday	9TH SCANDINAVIAN: FASHION WEEK, BELLA CENTER, COPENHAGEN. Fall-Winter		
March 15-	ready-to-wear from Denmark, Finland, Norway, Sweden, 9:00 - 6:00 daily.		
March 18	Contact: Secretariat, Scandinavian Fashion Week, 115 Vester Voldgade, 1552 Copenhagen V, Denmark; or Colvin, Kaplan, Ross, 22 West 48th Street, CI. 7-3300.		

March 15-	IGEDO, Fashion Fair in Dusseldorf, Germany. Contact: Internationale		
March 18	Modemesse GmbH, 28 Freiligrathstrasse, 4 Dusseldorf, Germany		

Sunday	IMPORTED	S.A.M. INTERNATIONAL	HOTEL NEW YORKER
March 15-	MENSWEAR	(MENS DIVISION)	ROOM 1486
March 19	Men's slacks and suits from France. By appointment. Contact: Joseph Kahoon or Jean-Paul Germain, 239-8150.		

March 15-	EXPO '70 OPENING IN OSAKA, JAPAN. Theme: "Progress and Harmony for		
Sept. 13	Mankind". Contact: 661-0550.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday March 16 9:45 A.M.	PRESS PREVIEW: IMPORT COLLECTION Spring-Summer Paris, Rome, Madrid couture fashions and line-for-line copies. <u>Invitations will be issued.</u> (Also Showing: Thurs., March 19, 1:00 P.M., by invitation; 6:00 P.M., open to public.) Press contact: Mark Klauser, OX. 5-4000 Ext. 208.	OHRBACH'S	18 WEST 35TH STREET 5TH FLOOR
Monday March 16 10:00 A.M. Breakfast	PRESS PREVIEW Preview of new collection by Edie Gladstone for Studio 3. By invitation only. Publicity: Rea Lubar, 279-0790.	B. ALTMAN & CO.	STUDIO 3 3RD FLOOR
Monday March 16 10:00 A.M.- 12:00 Noon	PREVIEW: "ROMANTIQUES FOR THE HAIR" Lee Menichetti will present "Romantiques" for the hair in an Easter garden setting by Beatrice Mann; also "Facts and Fancies of Florigraphy" in a "Poet's Corner". (Lee Menichetti will greet customers for the entire week, 11:00 - 4:00.) Contact: Bea Dudek or Monica Jacobsen, GR. 7-4700. Bergdorf Goodman: Madeline de Vries, PL. 3-7300.	COIFFURES AMERICANA AT BERGDORF GOODMAN	BERGDORF GOODMAN 7TH FLOOR
Monday March 16 12:00 Noon Luncheon	BIRTHDAY PARTY PRESS LUNCHEON Press luncheon to celebrate the 4th birthday of American Printed Fabrics Council. By invitation. Contact: Alice Encke, Bell & Stanton, PL9-4800.	AMERICAN PRINTED FABRICS COUNCIL	SARDI'S 234 WEST 44TH STREET
Monday March 16 12:30 P.M.- 3:30 P.M.	CUSTOMER SHOWINGS Informal modeling of Evelyn Roaman collection for Spring. (Wed., March 18, 12:30 - 3:30 P.M., informal modeling, 40 Winter Street, Boston.) Contact: Mariette Schumacher, 679-8600.	ROAMAN'S	20 WEST 39TH STREET
Monday March 16 4:00 P.M.	ITALIAN KNITS FOR FALL Mrs. Donna Birenbaum, president, will present Italian knitwear for Fall. By invitation only. Publicity: Ruth Hammer Associates, 246-4818.	CISA; CISANELLA	1410 BROADWAY SHOWROOM - 26TH FLOOR
Monday March 16 7:00 P.M. Dinner	SHOWING OF SECOND MAIELLO BOUTIQUE Second Michael Maiello boutique collection of men's rainwear and sports-wear. For press and retailers. Contact (retailers): Weathercraft, 524-5855; (press): Roni Worley, 971-4780.	WEATHERCRAFT	HOTEL GOTHAM PALACE BALLROOM
Beginning Monday March 16	EARLY FALL COLLECTION Continuous showings. Contact: 736-5282.	ADDENDA BY PATTI CAPPALLI	1407 BROADWAY SHOWROOM - 9TH FLOOR
March 17	ST. PATRICKS DAY (Tuesday)		
Cancelled March 17	PRESS PREVIEW OF CACHAREL COLLECTION FOR MALLORY, ORIGINALLY SCHEDULED FOR TUESDAY, MARCH 17, 10:00 A.M., HAS BEEN CANCELLED		
Tuesday March 17 3:30 P.M. Cocktails	MEN'S & BOY'S KNITWEAR SHOW Woolknit "All Stars"--a summary of industry trends in men's and boys' wool knitwear for Fall-Holiday-Ski. Presentation of Woolknit Design Awards. <u>Show at 4:15.</u> By invitation. Publicity: Eleanor Kairalla, MU. 8-1171.	WOOLKNIT ASSOCIATES	HOTEL GOTHAM GOTHAM ROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday March 17 4:00 P.M.	PRESS PREVIEW: FALL MENSWEAR By invitation only.	JOHN WEITZ (40 W. 55TH ST.) Contact: Helen Berkowitz or Andrea Peterson, 563-4920.	HOTEL GOTHAM BALLROOM
Wednesday March 18 9:00 A.M. and 12:00 Noon	IMPORT COLLECTION AT TWO SHOWINGS Import collection at breakfast and luncheon. Co-chmn: Edith Raymond Locke, fashion editor, <u>Mademoiselle</u> ; Francine Farkas (commentator), fashion director, Alexander's. Prices (breakfast): \$10.00, members; \$20.00, guests; (luncheon): \$15.00, members; \$25.00, guests. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	N.Y. HILTON BALLROOM
Wednesday March 18 11:30 A.M. Luncheon	PLASTICS LUNCHEON "The Plastics Fantastic". Speakers: J. Allen Montei, Design Director, Formica Corp.; George M. Beylerian, President, Beylerian Ltd. Cocktails: 11:30; Program: 12:15; Luncheon: 1:00. By reservation. Prices: \$12.00, members; \$14.00, guests. Contact: Mavis Harcourt, TE. 8-5133.	NATIONAL HOME FASHIONS LEAGUE (767 LEX. AVE.)	N.Y. HILTON TRIANON BALLROOM
March 18	12:30 P.M., ROAMAN'S, 40 Winter St., Boston, Spring Show (see page 2)		
Wednesday March 18 12:30 P.M. Luncheon	FASHION SHOW AT LUNCHEON "Spring Fur Collection". Reservations (\$5.95): CI. 6-9171. Barbetta Publicity: Ellen Perl, TE. 2-8212.	BEN KAHN; BOUTIQUE BEN KAHN	BARBETTA RESTAURANT 321 WEST 46TH STREET
Wednesday March 18 3:00 P.M.	MENSWEAR SHOWING <u>Show at 3:30.</u> By invitation only. Contact: Clint Wade, BO. 9-6863.	ALLEN CASE	UPSTAIRS AT THE DOWNSTAIRS 37 WEST 56TH STREET
Wednesday March 18 4:00 P.M.- 6:00 P.M.	PRESS PREVIEW: NEW DEPARTMENT Preview of new educational department in Boys & Girls Dept. By invitation only. Publicity: Madeline de Vries, PL. 3-7300.	BERGDORF GOODMAN	BOYS & GIRLS DEPT. 6TH FLOOR
Wednesday March 18 4:30 P.M.	FALL FABRICS IN FASHION SHOW Fall fabrics will be shown in fashions by: Betsey Johnson of Betsey, Bunky & Nini; Stephen Bruce of Serendipity; Anthony Massa of The Store; Michael Dayan of Tapemeasure; David August of Vidal Sassoon; Ceil Ainsworth of Arlette; Clovis Ruffin and Ingeborg Hecht of Capezio West Side; Fred Lewis of London Britches; Fred Segal of Pants America; Stuart Nelson Studio. By invitation only. Contact: Lucie Davis, OX. 5-1445.	ALAMAC KNITTING (SUB. WEST POINT PEPPERELL)	HOTEL PIERRE BALLROOM
Wednesday March 18 5:00 P.M.- 7:00 P.M.	PRESS PREVIEW: MENSWEAR SHOW Mr. I. Howard of Brookdale is host to the press for a preview of the Philippe Venet collection of suits, coats, casual wear, at-home wear. By invitation only. Sales Promotion: Charles Fournier, UN. 1-3154. Publicity: Ruth Hammer Associates, 246-4818.	PHILIPPE VENET FOR BROOKDALE	HOTEL PLAZA WHITE & GOLD SUITE
Thursday March 19 12:15 P.M. Luncheon	FASHIONS AND FABRICS IN QIANA First New York showing of French couture Spring fashions and U.S. Fall fabrics in Qiana nylon. <u>Press luncheon: 12:15 P.M., show: 1:15 P.M.</u> By invitation. (Repeat Show for Trade: 4:00 P.M., by invitation.) Press contact: Hal Pritchard, 971-4627; Trade contact: I.J. Kappes, 971-4858.	DU PONT COMPANY (350 FIFTH AVENUE)	HOTEL PLAZA BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday March 19 1:00 P.M. & 6:00 P.M.	TWO SHOWINGS OF IMPORT COLLECTION Spring-Summer European couture fashions and line-for-line copies. By invitation. Open to public at 6:00. Press contact: Mark Klauser, OX. 5-4000, Ext. 208.	OHRBACH'S	5 WEST 34TH STREET 5TH FLOOR
Thursday March 19 4:00 P.M. Champagne	SHOWING OF FALL MENSWEAR Suits, sportswear, leather for Fall. Commentator: Robert L. Green. <u>Show at 4:30.</u> For press and buyers. By invitation only. Contact: 675-5420.	FRANKLIN BOBER (130 FIFTH AVENUE)	FOUR SEASONS 99 EAST 52ND STREET
March 19	4:00 P.M., DU PONT TRADE SHOW (see page 3)		
Friday March 20- March 23	2ND ANNUAL SKI SHOW Hours: (9:00- 5:00. Contact: Ralph des Roches, 432 Park Avenue South, 689-1266.	SKI INDUSTRIES AMERICA	LA SALLE HOTEL CHICAGO, ILLINOIS
Monday March 23 11:00 A.M. and 3:00 P.M.	INTERNATIONAL SPRING FASHION SHOWINGS International fashion shows for benefit NYC Division American Cancer Society. Hon. Chmn: Duchess of Windsor. Chmn: Mrs. Edward F. Hutton and Mrs. Edwin I. Hilson. Price: \$10.00 each. By invitation. Commentator: Francine Farkas, Fashion Director, Alexander's. Public Relations and Publicity: Alexandre Tarsaidze, Serge Obolensky Associates, 421-8266.	ALEXANDER'S	LEX. AVE. & 58TH ST. 3RD FLOOR
Tuesday March 24 2:00 P.M.	OPENING: EARLY FALL COLLECTION Also March 26, 31 at 2:00. By appointment. Contact: Miss Pat, 695-5100.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Tuesday March 24 5:00 P.M.- 7:00 P.M.	"IRISH HOUSES AND CASTLES" Mr. Desmond Guinness, President-Founder, Irish Georgian Society, will discuss "Irish Houses and Castles". By invitation. Contact: 421-8765.	NSID (N.Y. CHAPTER) (136 EAST 57TH STREET)	JACK LENOR LARSON SHOWROOM 232 EAST 59TH STREET
Beginning Tuesday March 24	OPENING OF NEW KNIT DIVISION First knit collection by Eleanor Brenner. Continuous by appointment. Contact: Ruth Shiller or Norma Wilk, 947-9677.	BRENNER COUTURE KNITS	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Wednesday March 25 11:30 A.M.	CUSTOMER SHOWING Showing of Spring-Summer collection by Kasper for Joan Leslie. Publicity: Madeline de Vries, PL. 3-7300.	BERGDORF GOODMAN	MISS BERGDORF 5TH FLOOR
Wednesday March 25 12:30 P.M. Luncheon	FASHION SHOW AT LUNCHEON "Spring, Easter, Resort Fashions for the Fashionable Male". Reservations (\$5.95): CI. 6-9171. Barbetta Publicity: Ellen Perl, TE. 2-8212.	ALEXANDER SHIELDS (485 PARK AVENUE)	BARBETTA RESTAURANT 321 WEST 46TH STREET
Wednesday March 25 4:30 P.M. Champagne	"COLLECTION DE PRINTEMPS 1970" Presentation of Spring hair fashions at 5:00. By invitation. Contact: UN. 1-0700. Publicity: Muriel Durand, 355-6744.	MONSIEUR MARC	22 EAST 65TH STREET 2ND FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday March 26 12:00 Noon Luncheon	ISRAELI BENEFIT FASHION SHOW Celebrities will model fashions from Israel. Accessories: Best & Co. Fashion Coordinator: Vera Bacal. Commentator: Wyatt Cooper. Hon. Chmn: Pauline Trigere. <u>Show at 2:00.</u> Reservations: minimum purchase \$500 Israel bond and \$6.50 for luncheon. Contact: 215 Park Avenue South, 677-9650 Ext. 361.	ISRAEL BONDS- N.Y. WOMENS DIV.	HOTEL AMERICANA IMPERIAL BALLROOM
March 26	2:00 P.M., ORIGINALA, 512 Seventh Avenue, 43rd floor, 695-5100		
Thursday March 26 3:30 P.M.	FALL PREVIEW: KNIT COLLECTION By invitation only. Contact: Isabelle Crawford, LW. 4-9000.	LESLIE FAY	1400 BROADWAY SHOWROOM - 16TH FLOOR

Saturday March 28- April 1	8TH ANNUAL SKI SHOW Hours: 9:00 - 5:00. Contact: Ralph Des Roches, 432 Park Avenue South, 689-1266.	SKI INDUSTRIES AMERICA	AMBASSADOR HOTEL LOS ANGELES, CALIF.
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EASTER SUNDAY FASHION SHOWINGS IN NEW YORK CITY

Sunday March 29 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON Show at 2:00 P.M. in Terrace Room; 2:45 P.M. in Persian Room. Price: \$12.50. Reservations: Banquet Dept., PL. 9-7010. Fashion Show Director: Mary Alice Rice, PL. 2-5726.	MALCOLM STARR; J.G. COUTURE	HOTEL PLAZA TERRACE; PERSIAN ROOMS
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Sunday March 29 1:00 P.M. Dinner	EASTER SUNDAY FASHION SHOW "Straw Hat Time at the Waldorf". Millinery: Vincent & Bill. Furs: Reiss & Fabrizio. Fragrance: Faberge. Fashions by: Pierre Cardin, Design Thai, Modern Couture, Leo Narducci, Chester Weinberg, Sportempos, Ellen Tracy; also a group in Trevira. Dinner: 1:00 - 9:00. <u>Show at 2:00.</u> Reservations (\$10.00): 355-3000. Fashion Show Director: Mia Grau, PL. 5-1127.	VARIOUS MANUFACTURERS	WALDORF-ASTORIA PEACOCK ALLEY
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Sunday March 29 1:00 P.M. Dinner	EASTER FASHION SHOWING "Straw Hat Time at the Waldorf". Furs: Ben Kahn. Millinery: Cesar Rubio. Fragrance: Faberge. Fashions by: Pierre Cardin, Design Thai, Nat Kaplan, Modern Couture, Leo Narducci, Ellen Tracy, Chester Weinberg; also a group in Trevira. <u>Show at 3:00.</u> Reservations (\$10.00): 355-3000. Fashion Show Director: Mia Grau, PL. 5-1127.	VARIOUS MANUFACTURERS	WALDORF-ASTORIA EMPIRE ROOM
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Sunday March 29 1:00 P.M. Luncheon	EASTER SEAL BENEFIT Summer collection by Michael Dayan for Tapemeasure at Easter Sunday luncheon. By reservation. Price: \$22.50. Contact: Jeanette Fritchie, 156 East 52nd Street, 688-4886.	TAPEMEASURE; SUNSHINE BISCUITS	HOTEL PLAZA BAROQUE; BALLROOM
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Monday March 30 5:00 P.M.	RETROSPECTIVE EXHIBITION Showing of Vera's paintings from 1945-1970. Sale of limited edition silk screens for benefit FIT. By invitation only. Publicity: Rea Lubar, 279-0790.	VERA	EMILE WALTER GALLERY 121 EAST 57TH STREET
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday March 31 9:00 A.M. Coffee	3RD ANNUAL DESIGN AWARDS Presentation of awards to students of Parsons School of Design. By invitation. Contact: EL. 5-6800.	BONWIT TELLER	SHOE DEPT. 8TH FLOOR
Tuesday March 31 5:30 P.M.- 8:00 P.M.	PREVIEW: NEW ANTIQUES SHOP Opening of Mallett of London antiques shop. <u>Invitations will be issued.</u> Publicity: Madeline de Vries, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR
Beginning Wednesday April 1	OPENING OF FALL COLLECTION Continuous showings. Contact: LW. 4-4197.	GREGG DRADDY	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Thursday April 2 11:00 A.M.& 3:00 P.M.	SHOWING OF FALL KNITWEAR Ready-to-wear knits and accessories. <u>Second show at 3:00.</u> By invitation. Contact: Libby King, 535-3542.	HALSTON INTERNATIONAL	33 EAST 68TH STREET SHOWROOM - 3RD FLOOR
Saturday April 4- April 12	14TH ANNUAL AUTO SHOW Over 600 cars will be on display, including new cubcompacts and luxury cars. (Second annual International Symposium on the Automobile, sponsored by Society of Automotive Engineers, Wed., April 8, Park-Sheraton Hotel; Speaker: Lord Donald Stokes, board chairman, British Leyland Motors.) Public Relations: Gene Graf, 331 Madison Avenue, MU. 2-4802.	INTERNATIONAL AUTOMOBILE SHOW	N.Y. COLISEUM COLUMBUS CIRCLE
Sunday April 5- April 8	FALL MARKET WEEK Over 300 boys' and young men's manufacturers will exhibit Fall line on the 5th-11th floors; 200 manufacturers will show in special "Children's World" on 12th floor. Contact: Robert Gur-Arie, 594-5130.	BAMA (10 W. 33RD ST.)	HOTEL NEW YORKER 8TH AVE. & 34TH ST.
April 5- April 9	21ST FASHION WEEK IN MUNICH. Contact: Gerald Kallman Associates, 30 Journal Square, Jersey City, N.J., 201-653-3304.		
Monday April 6 3:30 P.M.	FALL-WINTER BRIDAL COLLECTION By invitation only. Thereafter by appointment. Contact: Gulie Pollock, 244-3847.	PRISCILLA OF BOSTON	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Beginning Monday April 6	SHOWING OF FALL KNIT COLLECTION "The Look of First Fall"--continuous showings of knitwear by Stan Herman. Contact: 524-3813.	MR. MORT BY STAN HERMAN	498 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Beginning Monday April 6	EARLY FALL COLLECTION Continuous showings. Contact: CH. 4-3558.	PETTI 4'S	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Monday April 6- May 1	FALL READY-TO-WEAR FROM IRELAND By appointment. Publicity: Ruth Hammer Associates, 246-4818.	STRELITZ	ST. MORITZ HOTEL PRIVATE SUITE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday April 6- April 10	40TH READY-TO-WEAR SHOWINGS IN ITALY	CENTRO DI FIRENZE PER LA MODA ITALIANA	PITTI PALACE FLORENCE, ITALY
	<u>Mon., April 6:</u>	4:30 P.M. Opening ceremony	
		5:30 P.M. <u>Furs</u> by: Le Gardien, Roberto Cavalli, Lesy, Aldo Prisco, Gianni de Rossi, Italbrit, Soldano, Zanichelli, Assunta, Pellegrini, Parodi, Fendi, Melloni	
		9:30 P.M. <u>Menswear</u> by: Max Vita, Corsini, Barbaro, Rosati, Nativo, Mimmo Siviglia, Tommy Caraceni, Valentini, Baratta, Litrico, Datti-Rocchi Linea, Ken Scott	
	<u>Tues., April 7:</u>	10:00 A.M. <u>Leather</u> by: Montedoro, Ferragamo, Trel, Pi-Cri, Avolio, Garbell, Glans, Daniele, Bertoli, Gibo, Krizia, Puccetti, Lux Sport, Litrico, Wanda Roveda	
		3:30 P.M. <u>Boutique</u> by: Kinki Shop Diffusion, Misterfox, Paola Signorini, M. Lante Della Rovere, Eguzquiza, Nucci d'Angio, Billy Ballo, Tendresse, La Mendola, Caumont, Valditevere, Livio de Simone	
	<u>Wed., April 8:</u>	3:30 P.M. <u>Ready-to-wear</u> by: Enzo, Faraoni, Fabiani, Fontana Sisters, Gregoriana, Heinz Riva, Lancetti, Mila Schoen, Ognibene-Zendman, Sarli, Antonelli, Schuberth, Titti Brugnoli, Tita Rossi, Tiziani, Zanolli, Andre Laug, Balestra, Baratta, Barocco, Carosa, Centinaro	
	<u>Thurs., April 9:</u>	10:00 A.M. <u>Knitwear</u> by: Ken Scott, Lancetti, Maljana, Gibi Missoni, Albertina, Celli, Bonard, Mirsa, Trico, Naka, Ilaria Gentucca, Noni Sport, Nardini, Ferrero, Laura Aponte, Avagolf	
	Contact: Centro di Firenze per la Moda Italiana, Viale Gramsci, 9/A 50121 Florence, Italy		

Tuesday
April 7-
April 9
9:00 A.M.-
6:00 P.M.

3RD INTERNATIONAL
LINGERIE EXHIBITION

INTIMEX '70

HOTEL AMERICANA
ALBERT HALL

Sponsors: Allied Underwear Assn., Associated Corset and Brassiere Mfrs.,
Corset and Brassiere Assn of America, Lingerie Industry Council, Lingerie
Mfrs. Assn., Negligee Mfrs. Assn. Work Session: Tues., April 7, 9:00 -
11:00, "The Swinging, Surging '70s", speakers: Arthur Garson, The Lovable
Co., Donald Lewis, Nan Flower Lingerie; Wayne Marquesen, Hollywood Vassar-
ette; John Moriarty, Warner's; Anthony Ritter, The Barbizon Corp. Orien-
tation Seminar: "Introduction to Electronic Data Processing for Makers of
Intimate Apparel", Wed., April 8, Thurs., April 9, 9:00 - 11:00, speaker:
Neal Hochman, Chevette. Fashion Show for benefit FIT Educational Founda-
tion, Wed., April 8, 6:00 P.M. Tickets: \$10.00 each. Contact: Millet
Marketing Services, 30 East 60th Street, 755-7797.

Tuesday
April 7

TWO SHOWINGS OF
FALL COLLECTION

FAIRMOOR

512 SEVENTH AVENUE
SHOWROOM - 18TH FLOOR

10:00 A.M. & Second show at 11:30. Both shows by reservation. Continuous thereafter.
11:30 A.M. Contact: LO. 5-6340.

Tuesday
April 7
11:00 A.M.

OPENING OF FALL
CAPSULE COLLECTION

SEYMOUR FOX

512 SEVENTH AVENUE
SHOWROOM - 22ND FLOOR

By invitation. Thereafter by appointment. Contact: LO. 4-3246.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday April 7 2:00 P.M.& 3:45 P.M.	TWO SHOWINGS OF FALL COLLECTION Second show at 3:45. Both shows by reservation. Contact: Miss Erika, 594-6900.	SPORTOWNE	500 SEVENTH AVENUE SHOWROOM - 7TH FLOOR Continuous thereafter.
Tuesday April 7- April 10	FASHIONS FROM VIENNA Fall '70 ready-to-wear, sportswear, active sportswear, skiwear, après- skiwear, loungewear, menswear, accessories from Vienna. By invitation. Publicity: Ruth Hammer Associates, 246-4820.	AUSTRIAN TRADE DELEGATE	HOTEL PLAZA 11TH FLOOR
Wednesday April 8 8:30 A.M. Coffee	EUROPEAN FASHION TRENDS SHOW Show at 9:15. By invitation only. For press, retailers, manufacturers. Contact: Chip Tolbert, PL. 9-3232.	ESQUIRE (488 MADISON AVE.)	AMERICANA HOTEL GEORGIAN ROOM
Wednesday April 8 2:00 P.M.& 3:45 P.M.	TWO SHOWINGS OF FALL COLLECTION Second show at 3:45. Both shows by reservation. Contact: LO. 5-2636.	RUSSEL TAYLOR	512 SEVENTH AVENUE SHOWROOM - 11TH FLOOR Continuous thereafter.
Wednesday April 8 4:00 P.M.- 6:00 P.M.	AWARD PRESENTATION AND RECEPTION Presentation of 1970 Cotton Award and showing of award winner's cotton fashions. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	NATIONAL COTTON COUNCIL	RAFFLES 5TH AVE. & 59TH ST.
April 11- April 16	PRET-A-PORER (ready-to-wear) in Paris, Parc des Expositions, Porte de Versailles. Contact: 69, rue de Richelieu, Paris II.		
Tuesday April 14- April 17	CANADIAN READY-TO-WEAR Showing of coats, suits, dresses, sportswear, rainwear, knits, skiwear, sport coats (leather, suede, fake fur). By appointment. Contact: Don Russell, 586-2400.	CANADIAN DEPT. TRADE, INDUSTRY, COMMERCE	HOTEL McALPIN 7TH FLOOR
Wednesday April 15 11:00 A.M.& 2:30 P.M.	PRESS PREVIEW: FALL COLLECTION "70's RPM"--bodywear, daywear, nightwear. By invitation only. Contact: Mary Ann Shraky, 682-8510.	GOSSARD-ARTEMIS	330 MADISON AVENUE PENTHOUSE
April 15- April 19	FRANKFURT FUR FAIR. Contact: Frankfurter Ranchwarend-Messe GmbH, 1 Bettinaplatz, 6 Frankfurt/M 7, Germany		
Saturday April 18- April 22	ANNUAL SNOW SHOW More than 70 manufacturers and importers will show hundreds of products related to skiing. Contact: Doris Taplinger, TR. 4-3030.	SKI COUNCIL OF AMERICA (415 MADISON AVENUE)	HOTEL McALPIN BROADWAY & 34TH ST.
April 18- April 23	1970 SKI SHOW, STATLER-HILTON HOTEL. Contact: Ralph des Roches, Ski Industries America, 432 Park Avenue South, 689-1266.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday April 19	OPENING OF FALL COLLECTIONS, LOS ANGELES FASHION GUILD, LOS ANGELES, CALIF. Contact: Marjorie Carne, 110 E. 9th St., L.A. 90015, 213-627-1034.		
Beginning Monday April 20	FALL COLLECTION IN CALIFORNIA Showing April 20, 21, 22, 29 at 9:30 A.M. By reservation. Contact: Walter Oppenheimer, 213-MA. 7-0806.	HELGA	722 S. LOS ANGELES ST. SHOWROOM
April 21	PASSOVER (April 21-28) Begins at sundown, Monday, April 20		
Thursday April 23- May 1	SHOWINGS OF FRENCH READY-TO-WEAR Sportswear, dresses, coats, suits, rainwear by members of Fédération Française des Industries du Vetement Feminin. By appointment. Publicity: Ruth Hammer Associates, 246-4820.	27 FRENCH MFRS. OF PRET-A-PORTER	N.Y. HILTON PRIVATE SUITES
Tuesday April 28 10:00 A.M.	OPENING OF FALL COLLECTION By reservation. Contact: Doug Sylvia, OX. 5-2900.	STJ BY MARSHALL KLUGMAN	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Tuesday April 28 2:30 P.M.	OPENING OF FALL COLLECTION By reservation. Contact: OX. 5-4812.	HOUSE OF JAMISON	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Tuesday April 28 3:30 P.M.	PRESS PREVIEW: FALL LOUNGEWEAR Premiere of new loungewear collection by Stan Herman and Barbara Larson for Charmfit. By invitation only. Contact: Roy Kleeger, 768-0125.	STAN HERMAN/MR. MORT FOR CHARMFIT/YOUTHCRAFT	90 PARK AVENUE LOBBY
Tuesday April 28 6:00 P.M. Cocktails	PREVIEW: FALL COLLECTION By invitation only. Thereafter by appointment at showroom, 20th floor, 550 Seventh Avenue. Contact: OX. 5-4270.	ANNEMARIE GARDIN FOR PAPIILLON	21 CLUB 21 WEST 52ND STREET
Beginning Tuesday April 28	OPENING OF FALL COLLECTION Day through dinner clothes by Eleanor Brenner. Continuous by appointment. Contact: Ruth Shiller or Norma Wilk, 947-9677.	BRENNER COUTURE	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Wednesday April 29 10:00 A.M.	OPENING OF FALL COLLECTION Also May 6 at 10:00. By reservation. Contact: 594-0870.	JEREMY BY ALAN PHILLIPS	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Wednesday April 29 11:00 A.M.	OPENING OF FALL COLLECTION Also May 6 at 11:00. By reservation. Contact: 279-6250.	JENNIFER BY JEANNENE BOOHER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday April 29 7:30 P.M. Dinner	ANNUAL FASHION AWARD DINNER Awards will be presented to students by designer-critics: Donald Brooks, Erika Elias, Meredith Gladstone, Gunter, Stanley Herman, Victor Joris, John Moore, Norman Norell, Don Simonelli, Ann Webster, Chester Weinberg. Commentator: Eve Orton. Dinner at 9:00. (Black Tie) Reservations (\$25.00 each): PL. 9-2214 Ext. 35.	PARSONS SCHOOL OF DESIGN (410 EAST 54TH STREET)	HOTEL PLAZA GRAND BALLROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday April 30 10:30 A.M.	PREVIEW OF FALL COLLECTION Preview of Bonnie Cashin's Fall collection for Philip Sills. By invitation. By appointment, beginning Monday, May 4. Contact: Arthur Sheer, LO. 5-0274. Publicity: Ruth Hammer Associates, 246-4818.	PHILIP SILLS; BONNIE CASHIN DESIGNS	48 WEST 37TH STREET SHOWROOM - 5TH FLOOR
Thursday April 30 11:30 A.M.	OPENING OF FALL COLLECTION Also May 7 at 11:30. By reservation. Contact: Jeanne Dionne, CH. 4-7522 or CH. 4-4950.	JERRY SILVERMAN BY SHANNON RODGERS	530 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Thursday April 30 12:30 P.M. Luncheon	52ND ANNUAL LUNCHEON SHOW Presentation of new fashion concepts in knitwear and swimwear sponsored by: Allied Chemical, American Cyanamid, American Enka, American Wool Council, Bancroft, Celanese, Dow Badische, Du Pont, Eastman Chemical, American Viscose, Hystron, Malina, Monsanto, National Cotton Council, Phillips, Wool Bureau. Fashion Show Director: Mia Grau, PL. 5-1127. Price: \$15.00. Press by ticket only. Contact: Edward Brandwein, MU. 3-7520.	NATIONAL KNITTED OUTERWEAR ASSN	WALDORF-ASTORIA GRAND BALLROOM
Monday May 4 10:00 A.M.	OPENING OF FALL COLLECTION Also May 12, 14 at 9:30. By reservation. Contact: WI. 7-4551.	TIFFEAU	550 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Friday May 1 11:00 A.M.	PRESS PREVIEW: FALL COLLECTION By invitation. Also May 4, 5, 13 at 11:00. By reservation. Contact: WI. 7-4968.	WRAGGE	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Monday May 4 12:00 Noon	OPENING OF FALL COLLECTION Also May 6, 11, 13, 19 at 12:00 Noon. By reservation. Contact: LW. 4-0454.	GEOFFREY BEENE	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Monday May 4 1:00 P.M.	PRESS PREVIEW: FALL COLLECTION Opening at 4:00. By invitation. Also May 12, 19 at 2:00. By reservation. Contact: Marilyn Pignoni, LA. 4-9350.	OSCAR DE LA RENTA BOUTIQUE	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Monday May 4 2:30 P.M.	OPENING OF FALL COLLECTION Also May 6, 11, 13, 19 at 2:30. By reservation. Contact: CH. 4-1872.	ALDRICH BY MARIE MCCARTHY	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Tuesday May 5 8:30 A.M. Coffee	PREVIEW OF FALL COLLECTION Preview of boutique ready-to-wear and leather collection by Pertegaz. (Repeat show, Wed., May 6, 8:30 A.M.) For press and buyers, by invitation. Contact: Fernando Aleu, 730 Fifth Avenue, 581-3950.	PERTEGAZ (SPAIN)	SPANISH PAVILLION 57TH ST. & PARK AV.
Tuesday May 5 10:00 A.M.	OPENING OF FALL COLLECTION Also May 7, 12, 14 at 10:00. By reservation. Contact: LA. 4-7626.	ADELE SIMPSON	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday May 5 11:00 A.M.	OPENING OF FALL COLLECTION Also May 13 at 11:00. By reservation. Contact: LA. 4-5923.	WILSON FOLMAR	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Tuesday May 5 11:30 A.M.	OPENING OF FALL COLLECTION Also May 12 at 11:30. By reservation. Contact: LO. 4-2155.	CHUCK HOWARD	550 SEVENTH AVENUE SHOWROOM - 2ND FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday May 5 12:00 Noon	OPENING OF FALL COLLECTION Also May 12 at 12:00 Noon.	BEENE BAZAAR	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR By reservation. Contact: LW. 4-0454.
Tuesday May 5 1:00 P.M.	OPENING OF FALL COLLECTION Also May 7, 11, 12, 18, 19, 25 at 1:00.	TEAL TRAINA	550 SEVENTH AVENUE SHOWROOM - 15TH FLOOR By reservation. Contact: Jean Roberts, LA. 4-3520.
Tuesday May 5 2:30 P.M.	OPENING OF FALL COLLECTION Also May 7, 12, 14, 20 at 2:30.	BILL BLASS	550 SEVENTH AVENUE SHOWROOM - 17TH FLOOR By reservation. Contact: LA. 4-6968.
Tuesday May 5 4:00 P.M.	PRESS PREVIEW: FALL COLLECTION By invitation. Also May 7, 12, 14, 19 at 4:00.	DONALD BROOKS	550 SEVENTH AVENUE SHOWROOM - 21ST FLOOR By reservation. Contact: WI. 7-8235.
Wednesday May 6 10:30 A.M.	OPENING OF FALL COLLECTION Also May 12, 14 at 10:30.	SAMUEL WINSTON	530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR By reservation. Contact: CH. 4-2616.
Wednesday May 6 2:30 P.M.	OPENING OF FALL COLLECTION Also May 13 at 2:30.	CHRISTIAN DIOR- NEW YORK	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR By reservation. Contact: Maria Finkle, LO. 4-9220.
Wednesday May 6 4:00 P.M.	OPENING OF FALL COLLECTION By reservation.	CHESTER WEINBERG	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR Contact: Linda Johnson, CH. 4-3877.
Thursday May 7 10:30 A.M.	OPENING OF FALL COLLECTION Also May 12, 14 at 10:30.	OSCAR DE LA RENTA	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR (Press Show: May 7, 2:30, by invitation.) By reservation. Contact: Mabel Glemby, LA. 4-9350.
Thursday May 7 12:00 Noon	OPENING OF FALL COLLECTION Also May 12 at 12:00 Noon.	MOLLIE PARNIS	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR By reservation. Contact: BR. 9-5012.
Thursday May 7 5:00 P.M.	PREVIEW OF FALL COLLECTION Show at 5:30.	RICHARD TAM (CALIFORNIA)	HOTEL PLAZA WHITE & GOLD SUITE By invitation. Thereafter by appointment, Suite 223. Contact: 415-444-5070.
Thursday May 14 3:00 P.M.	OPENING OF FALL COLLECTION Press Show: Mon., May 18, 3:00.	SARMI	550 SEVENTH AVENUE SHOWROOM - 3RD FLOOR By invitation. Contact: Dorothy Hermé, CH. 4-7270.
Monday May 18 4:00 P.M.	SHOWING OF FALL COLLECTION By reservation.	TRIGERE	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR Contact: LO. 3-1500.
Tuesday May 19 3:45 P.M. Cocktails	FALL '70 HOME SEWING SHOW "A Stitch in Time". Show at 4:15.	CROMPTON-RICHMOND (1071 SIXTH AVENUE)	HOTEL PLAZA GRAND BALLROOM For merchandise managers, piece goods buyers, press. By invitation. Contact: Helen Boyd, 564-2900.

1971

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